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The

STYLE

and

**CARDINAL
RULES**

of

THE BEE

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FEBRUARY 1, 1943

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Cardinal Rules

THE BEE demands of all its writers accuracy before anything else. Better lose an item than make a splurge one day and correct it the next.

Equally with that, it demands absolute fairness in the treatment of news. Reports must not be colored to please a friend or wrong an enemy.

Do not editorialize in the news columns. An accurate report is its own best editorial.

Do not exaggerate. Every exaggeration hurts immeasurably the cause it pretends to help.

If a mistake is made, it must be corrected. It is as much the duty of a BEE writer to work to the rectification of a wrong done by an error in an item, as it is first to use every precaution not to allow that error to creep in.

Be extremely careful of the names and reputations of women. Even when dealing with an unfortunate, remember that so long as she commits no crime, other than her own sin against chastity, she is entitled at least to pity.

Sneers at race or religion, or physical deformity will not be tolerated. "Dago", "Mick", "Sheeny", even "Chink" or "Jap", these are absolutely forbidden. This rule of regard for the feelings of others must be observed in every avenue of news, under any and all conditions.

There is a time for humor and there is a time for seriousness. THE BEE likes snap and ginger at all times. It will not tolerate flippancy on serious subjects on any occasion.

The furnisher of an item is entitled to a hearing for his side at all times, not championship. If the latter is ever deemed necessary the editorial department will attend to it.

Interviews given the paper at the paper's request are to be considered immune from sneers or criticism.

In every accusation against a public official or private citizen, make every effort to have the statement of the accused given prominence in the original item.

In the case of charges which are not ex officio or from a public source, it is better to lose an item than to chance the doing of a wrong.

Consider THE BEE always as a tribunal that desires to do justice to all; that fears far more to do injustice to the poorest beggar than to clash swords with wealthy injustice.

The individual writer is primarily responsible for adherence to this style book and strict compliance therewith is required.

Operators and proof readers will familiarize themselves with The Bee style. Style errors in copy should be corrected. Any other apparent errors or questionable matter should be queried on copy and proof and returned to the editorial department.

Accuracy

Correct names and initials, geographical locations, figures and quotations are the foundations of a newspaper's accuracy.

Directories, telephone books, maps and reference volumes obviate any excuse for mistakes.

Usage Of Words

No racial or religious nicknames will be used.

"Lady" will be used only when it is a proper name or a part thereof (Ladies Aid Society), when it means a lord's wife or other person bearing the title, or in "first lady" (meaning the wife of the president of the United States, or the wife of a governor).

Use "Mr." only in those rare cases when circumstances compel it.

Say: "He suffered serious injuries"; not that he "received" them.

Avoid the unnecessary use of "that". In many cases "which" or "who" is the better word.

The title "Honorable" will not be used.

An excessive use of "alleged" and substitutes therefor, such as "it is said", "it is reported", "it is rumored", betrays a basic weakness in the story and an uncertainty as to the facts.

Couple, group, trio and duo are plural.

Make it "downtown district" but say: "He went down town."

The general rule, illustrated

above, is that when a noun and an adjective or a noun and an adverb are used together in an adjective sense, they become one word, as: **undersea** boat, **overhead** expense, **righthand** side. When not used in an adjective sense, they are separate words, as: The boat is **under the sea**; the roof is **over head**; he held up his **right hand**.

Use "in" rather than "at" whenever possible. Say an event occurred "in Sacramento", not "at Sacramento".

"The" must be used whenever proper grammatical construction requires it. Write "in the superior court", not "in superior court". "The police arrested the man", not "police arrested the man".

The word penny shall not be used to mean cent.

Do not use inverted sentences, such as: "Rommel still is retreating, the high command said." Make it read: "The high command said Rommel still is retreating."

The name of a Superior California town or city occurring in any item not datelined from that place should be followed by the name of the county in which it is located, as: The office will be established in Stockton, San Joaquin County, next month. (The name of the county does not follow Sacramento.)

Use the term Superior California to relate only to the circulation territory of The Bee—to include Stockton on the south, Vallejo in the bay area and north to the Oregon line.

Resolutions and ordinances are adopted; bills are passed.

Do not refer to Californians as pioneers unless they came to California before 1852.

When a verb form consists of several words, avoid splitting them apart. Make it read: "The need **has been seen** clearly", not "The need has been clearly seen". ("**Has been seen**" is the complete verb.) But do not use awkward inversions when the verb "to be" stands alone. Do not write: "The meaning entirely is plain", but say: "The meaning is entirely plain". (The complete verb in this case is the one word "is".)

Say Folsom Prison, not the Folsom Prison.

Say Stanford University, not the Stanford University, but the University of California is correct.

Say the United States Military Academy at West Point, not merely West Point.

Operators and proof readers will follow editorial copy or consult Webster's Dictionary to determine whether a term is one word, two words or a compound word.

Letters To The Editor

Start all communications in the Letters From The People column: Editor of The Bee—Sir:

Put the address at the bottom.

Omit "Signed" before a signature and put the signature in caps and on the same line with the last of the text if possible or, if that is impossible, on the same line with the address, if space permits.

Letters are not dated.

Resolutions

Formal resolutions are written:

Whereas, The etc.; and

Whereas, Etc.; therefore be it

Resolved, That: and be it further Resolved, Etc.

Verb Forms

Tenses

Use present tense verbs whenever possible.

John Smith is in the hospital, not "was in the hospital today" (unless he has left the hospital).

Governor Warren thinks he will name so and so tomorrow, not "thought he would".

The controller believes the revenues will be \$1,000,000, not "believed the revenues would be".

Use the present tense verb to express a permanent fact. For example: The ancients did not know the world is round; not "was round" because the roundness is a permanent fact.

Use the present tense verb when dealing with a fact which may not always be true but is true as of the hour of publication. For example: Knox said today our cause is just; not "was just", as the cause is the same at the hour of publication as when he spoke.

Likewise, assuming Knox made a statement on the war and no change therein occurred between

the time he spoke and the hour of publication, write: Knox said today the war is going well; not "was going", because the condition of which he spoke still is true at press time.

Write: The supervisors said they are preparing an ordinance (if they still are so engaged at the time of publication). But if the action all was in the past write: The supervisors said they were preparing an ordinance but abandoned the idea.

In dealing with a statement, written or oral, the circumstances of its presentation, utterance, release or preparation should be told in the past tense; its contents often can be reported best in the present tense.

When the verb is in the present tense, "today" should not be used with it.

Do not use present tense verbs when the future is meant. Write: The California team will play tomorrow; not "plays tomorrow".

Will And Would

When there is no doubt about a situation or condition in the future use "will". He said the sun will rise tomorrow, not "would rise", because its rising is a certainty.

When there is uncertainty about a situation or condition in the future use "would". The speaker declared the proposal would harm agriculture if adopted (its adoption not being regarded as a certainty). But: The speaker said the proposal is sure to be adopted and will harm agriculture.

In cases where doubt or certainty as to the future is not implied, these are the correct forms: If the measure is adopted it will harm agriculture; if the measure should be adopted it would harm agriculture.

Doubt as to the fate of legislative bills exists while they are under consideration, so: Under the terms of the bill introduced today the farmers would be licensed, but: Under the terms of the bill signed by the governor the farmers will be licensed (because with the signing all doubt about the bill was removed and "will" is the correct verb).

Gender

Continents, nations, states, countries and cities take the feminine gender. All other impersonal nouns are neuter.

Punctuation

Quotations

Use quotation marks at the beginning of each paragraph and at the end of the last paragraph of every direct quotation except in symposiums or when a direct quotation ends a story. In that latter case use this style:

The governor said: (Then start the direct quotation in a new paragraph, unquoted).

When numerous interviews are used symposium style, blackface the name and identification, separate from the statement with a dash and use without quotes, as:

John H. Smith, attorney—I am in favor.

Use single quotes on a quotation within a quotation, even in cases where the double quotes are dropped.

Once a direct quotation has been introduced, carry it through to the end without interpolating "he added", "he continued" and the like.

Do not quote nicknames or good English expressions mistaken for slang, such as: willy nilly, humbug, tomfoolery, bamboozle, whoop, ninny, milksop, skinflint.

Do not use quotes on a letter when the salutation and signature are printed.

The Comma

Use a comma in any group of four figures or more, except in the designation of a year and in the numbers of legislative bills (1,729 sheep; October 18, 1943; AB 1264, SB 1484).

Do not use a comma after the name in the following constructions: John Smith of Sacramento is a prisoner; William Brown of 2138 Fortieth Street was injured. But use commas to set off a qualifying phrase, as: John Smith, a marine who enlisted in Sacramento, is a prisoner.

The Apostrophe

Titles similar to these will not

take the apostrophe: Brothers College, California Almond Growers Exchange, Eagles Hall, Elks Temple, Girls Friendly Society, Lions Club, Loyal Daughters Class, Ladies Aid Society, Mothers Club, Sacramento Motor Car Dealers Association, Odd Fellows Hall, Past Presidents Association, Sacramento Region Citizens Council, Sisters Hospital, California State Employees Association, Trail Blazers Club, Veterans Welfare Board, Womens Organization for National Prohibition Reform.

Use the apostrophe when the title is singular in form: Woman's Forum, Woman's Council, Woman's Christian Temperance Union.

The Hyphen

Do not use the hyphen except as a substitute for "and", as secretary-manager, and in proper names, as Kingsford-Smith, Indo-China.

The Period

Do not put periods in groups of letters commonly used to designate governmental bodies, military organizations, welfare or educational institutions and the like. Make it CCC, WPB, WAACS, WAVES, YMCA, USO, AEF, USC, UC. But use periods if the designation includes a complete word as well as capital letters: U. of C.

Use periods in the abbreviated names of commercial firms or corporations: P. G. and E., G. E., S. P., W. P.

Capitalization

Pronouns concerning and nouns or phrases representing the Deity shall always be capitalized.

Capitalize all titles preceding proper names but lower case when used alone or following names, as:

Captain Smith. Attorney General Brown. The captain spoke. The judge entered. John Smith, colonel. William Jones, president of the company.

(But distinguish between a title and a mere descriptive term. Titles must be formal designations connected with the possession of such things as office, authority, rank, prerogatives or legally recognized powers. President, senator, judge, chairman, captain, king, lord, sir, corporal, coach are titles. But third baseman, soldier, traveler, actor, singer and the like, describing an activity or

a general category of persons, are not titles, even when used before proper names.)

Capitalize the full names of all companies and corporations but lower case as in "the company organized".

Capitalize the names, when used in full, of all associations, leagues, lodges and societies generally, but lower case when descriptive words are dropped and only a class name remains, as:

California Historical Society. The Elks Lodge. Greater California League. Sacramento County Highway Association. The society met. The lodge convened. The league contended. The highway association directors gathered.

Capitalize the names of boards, bureaus, committees and smaller bodies of larger organizations generally when attached to proper names, otherwise lower case, as:

California Highway Commission. California Board of Health. Sacramento Police Department. The highway commission engineer. The board of health. The judiciary committee.

Capitalize the titles of all legislative and judicial bodies when accompanied by proper names, otherwise lower case, as:

The California Legislature. The Nevada Supreme Court. The Sacramento City Council. The United States Senate. The appellate court held the legislature exceeded its jurisdiction in refusing the city council. The state highway commission. The president told congress.

Capitalize the names of holidays.

Capitalize the names of important fiestas: Tournament of Roses, Mardi Gras.

Capitalize the nicknames of states and cities: Buckeye State, Capital City (meaning Sacramento), City of Roses.

Capitalize the names of all religions.

Capitalize the names of all political parties and important social movements: Republican Party, Communist, Single Taxer, Woman Suffrage, Democracy, Fascism, Nazism, Spanish Nationalist.

(The adjective democratic is capitalized when it refers to the

Democratic Party; otherwise it always is lower case.)

Capitalize the titles of legislative and congressional acts but lower case the descriptions of bills and laws, as: the Social Security Act, the social security law, the anti poll tax bill.

Capitalize Organized Labor, Big Business, Capital (as opposed to Organized Labor), Power Trust.

Capitalize republic, empire and kingdom when used as a substitute for the full name of the country concerned: Chinese Republic, British Empire, United Kingdom.

Capitalize the names of wars: Civil War, World War, French Revolution.

Capitalize United Nations, and also Allies and Allied when the latter refer to the United Nations.

Capitalize Axis, meaning Germany, Italy and Japan.

Capitalize Red and Reds, meaning Russian and Russians.

Capitalize army, navy, hall, jail, avenue, street, building, block, school, university, bridge, geographical terms, institutions, etc., when used with proper names, otherwise lower case, as:

United States Army. Fireman's Hall. Sacramento High School. Lincoln Grammar School. University of California. Point Lobos Light. Bryce's Bend. McKinley Park. McKinley and Del Paso Parks. Mattei Building. Hale Block. Tower Bridge. Fresno City Jail. Sacramento City Hall. Sacramento River. Third Street. Thirty Fourth Street. Third and O Streets. Lake County. Lake and Glenn Counties. Mormon Channel. The army regulations. The navy blimp. The high school boys. The grammar school exercises. The river's height. The slough deepened. The state prison at Folsom. The university authorities.

Capitalize Nature and the seasons of the year.

Capitalize the names of bodies, institutions and organizations commonly designated by groups of capital letters: Civilian Conservation Corps, War Production Board, Interstate Commerce Commission, Young Mens Christian Association, United Service Organizations,

American Expeditionary Force, Womens Auxiliary Army Corps.

Capitalize the titles of sermons, lectures, books, plays and poems but do not use quotes. Note that all words in such titles are capitalized: The Last Of The Mohicans. The Lady Of The Lake.

The Union (as a synonym for the United States).

The Capitol (referring to the Capitol building of a state or of the United States).

The State Fair (referring to the California State Fair).

The White House (referring to the residence of the president of the United States).

Mecca (however it is used).

Far West (meaning the western part of the United States), Far East (meaning the region of eastern Asia), Middle East (meaning the region about and just beyond the eastern Mediterranean) and Far North (meaning the Arctic regions).

The Dominion (used as a synonym for Canada).

Capitalize Negro, Mongolian, Caucasian, Hindu, Polynesian, Melanesian, Slav, Semite.

Capitalize East, West, North, South, Middle West, Midwest, Northwest and Southwest when they mean those sections of the United States commonly so designated. In all other cases these words are lower case unless a part of a proper name, as: East River, West Point.

Capitalize Pacific Coast, Atlantic Coast and Gulf Coast when they refer to those coasts of the United States. No other coasts will be capitalized unless they are proper geographical names shown in standard atlases, as the Gold Coast, which is the proper name of a British colony in Africa.

Synonyms of and colloquial expressions denoting the Pacific Coast, Atlantic Coast and Gulf Coast are lower case: Atlantic seaboard, east coast, Pacific coastline, gulf shore.

Capitalize Southern California, Central California, Northern California and Superior California. The northern or any other part of any other region is not capitalized unless the term is a proper geographical name shown in standard atlases,

as Northern Rhodesia, the proper name of a British colony in Africa.

Capitalize the Flag, meaning the emblem of the United States, but "an American flag", meaning just one of the many banners embodying the emblem, is lower case. The word is lower case likewise in "a group of American flags".

Capitalize the State of California, the City of Sacramento, also the Port of San Francisco when the legal body is referred to. "Port" is lower case when not part of the proper name of a place or of a legal body.

Capitalize the names of the centuries: First Century, Fourteenth Century.

Capitalize the names of the amendments to the Constitution of the United States: Fourteenth Amendment, Sixteenth Amendment.

Make it Victory Bonds, Victory Stamps; also War Bonds, War Stamps when used as synonyms for the foregoing.

Capitalize Western Hemisphere and Eastern Hemisphere.

Capitalize standard and special time zone designations: Eastern Standard Time, Eastern Daylight Saving Time, Pacific War Time.

Capitalize Legion when it means the American Legion and Klan when it means the Ku Klux Klan.

Capitalize the names of military and naval units and organizations: 1st Army, 4th Interceptor Command, 148th Infantry, Western Defense Command, Hawaiian Department.

Note that proper adjectives, derived from or pertaining to proper nouns, always are capitalized. American (derived from America), Midwestern (derived from Midwest), Chinese (derived from China), Scotch (pertaining to Scotland).

Do **not** capitalize fourteenth district (congressional); "cabinet" as in British cabinet, "embassy" as in French embassy, or "consulate" as in Brazilian consulate; black shirts, brown shirts; reich.

When more than one method of orthography is allowed by Webster, use the shortest or the Anglicised.

Numerals

Spell out numbers under ten, save in tables, price quotations,

Orthography

percentages, ages of animate things, dimensions of buildings, numerical military designations, results of roll calls, in sports events scores, in weather temperatures, rainfall figures, hail depths and snow depths, and in river gage readings (if river stages are not taken from the gage and the numbers are under ten they are spelled out).

Use figures over nine, save in ordinal numbers, which always are spelled out, with the following exceptions:

Use ordinal numbers in designating military organizations, as follows: 148th Infantry, 4th Army, 1st Interceptor Command, 3rd Division; also in dates (except in datelines) when the year is not given: February 1st, October 15th, but February 1, 1943.

Put hours of the day in figures: 8:10 A. M., 7:45 P. M., 6 o'clock.

Make it 25 cents, 50 cents; never use two bits or four bits. Make it \$3 and \$3.50.

Abbreviations

Spell out all months, save in datelines.

Spell out all titles, such as governor, lieutenant general, except reverend and doctor when these latter precede proper names. Make it Rev. W. A. Brown, Dr. J. B. Harris.

Use abbreviations for names of states following names of cities. Make it Calif.

Prefixes

With the hyphen omitted, a prefix should be joined directly to a word if the prefix is not more than two letters in length; a prefix of three or more letters should be separated entirely from the word:

Cooperation, coworker, reelect, reenact, so-called, unAmerican, exconvict, exwife; anti American, ever active, mid Pacific, ultra ambitious, trans American, counter attack.

(This separation of prefixes should not lead to the dismemberment of common words in ordinary use, such as midnight, midday and the like. In the above list of separated prefixes, hyphens are used by Webster in all cases except counter attack, which is separated here for the sake of uniformity. Wherever Webster so uses a

hyphen and the prefix contains three or more letters, it should be separated from the word.

(When in doubt about the separation of a long prefix, consult the large Webster's Dictionary; if the word and its prefix are given in a table appended to the definition of the prefix, separate them; if the prefix and word are listed outside the table as one word, followed by a definition, do not separate them—they are one inseparable word.)

Spellings

Spell it this way:

Adolf Hitler
bazar
boquet
cigaret
criticise
enclose
endorse
flier
Hallowe'en
hight
inquire
Josef Stalin
Manchoukuo
phony
Puerto Rico
put (a golf term), but putter (a golf club) and putting (the act of making a put)
silhouette (it comes from a man's name)
subpena
taxpayer
textbook
Tokio
whisky

And

The character "&" should be used in firm names except when the firm name includes the products sold, as: Jones & Smith Company, Pacific Gas and Electric Company.

Headlines

Capitalize the first letter in every word in heads without exception.

Write it O'Clock in heads and subheads.

Use single quotes in heads.

Use the verb "to be" when it is called for by the grammatical construction in top heads as well as decks. Every head and deck must contain a verb except the one line deck in the one head.